

# Draft Pennell Reserve Master Plan Engagement Analysis Report



October 2023

## Background

In 2021, Council shared a draft Master Plan for Pennell Reserve to help guide future upgrades and investments to meet the needs of our changing and growing community, and cater for increased participation.

Key improvements proposed in the draft Master Plan included:

- new netball and tennis courts
- new playground
- new multi-purpose sports pavilion
- new cricket nets
- increased open space and tree canopy
- improved pathways and connection to the river
- new oval lighting

## Methodology

Engagement was hosted solely online with no opportunities for in-person conversations and ran from 28 April 2021 to 19 May 2021.

A Your City Your Voice project page was created which included a copy of the draft Master Plan. An online questionnaire asked respondents to share their feedback on the proposed upgrades.

Feedback was sought from existing user groups and local residents, with engagement also open to the broader community.

The project was promoted via social media and an information flyer inviting feedback was sent to 1,500 households around Pennell Reserve.

## Overall Response

There were **437** responses which included:

- **432** online questionnaire responses
- **five** email responses

There were more than 2,000 visits (**2,030**) to the Your City Your Voice page. 17 May saw the most page visits (**595**), followed by 14 May (**306**) and 4 May (**301**). These dates coincided with promotion of the project.

The draft Pennell Reserve Master Plan document was downloaded **137** times.

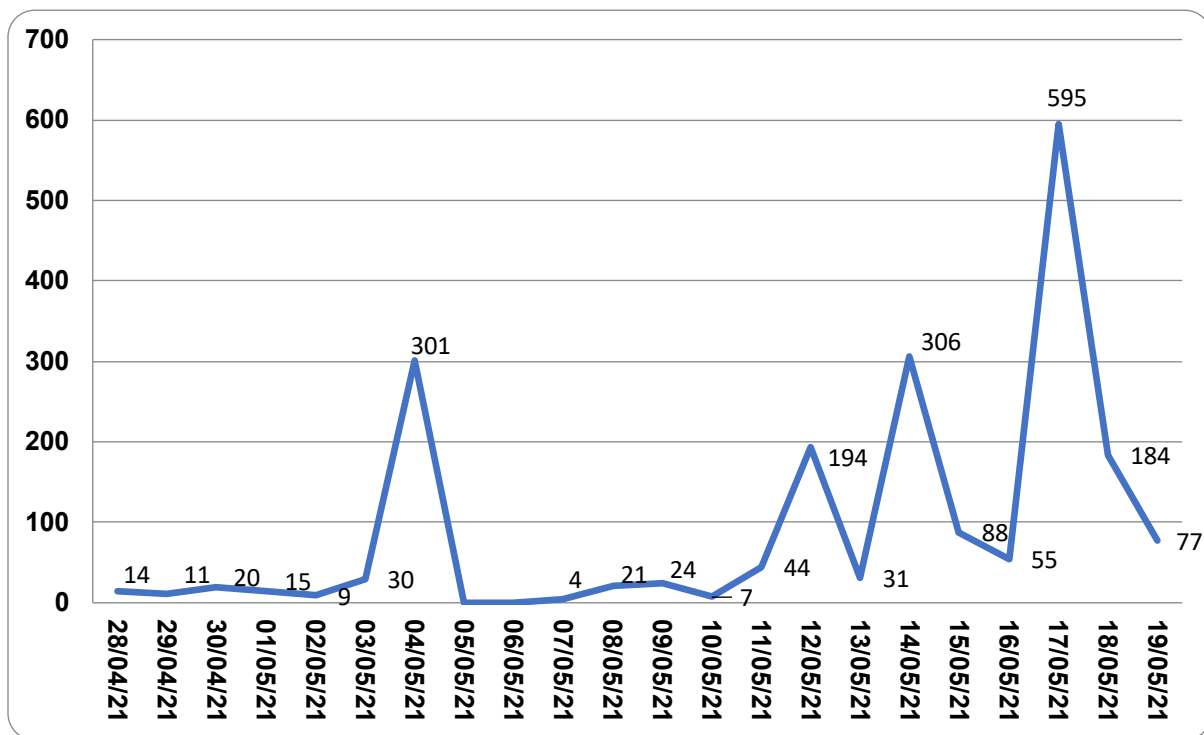


Figure 1 Your City Your Voice page visits

## Email Responses

A summary of the five email responses is below.

- Email one – while not against the proposal, it asked that Council assist the Southern Cross Archery Club to relocate to an alternate location within the Council area for an outdoor 90 metre range.
- Email two sought Council approval to plant Cherry Blossom trees along their front fence on Burke Street and along four side boundaries of Pennell Reserve.
- Email three requested a new six metre wide crossing on the north side of the reserve to provide a direct connection to Quang Minh Buddhist Temple.
- Email four called for a raised crossing on Mullenger Road and Burke Street, a shared pathway from Pennell Reserve to the Maribyrnong River and called for more cycling infrastructure generally.
- Email five did not support new lighting and questioned whether the proposed tree species were appropriate to withstand warming temperatures caused by climate change.

## Questionnaire Findings

**Question: In the last 24 months, have you used Pennell Reserve and/or surrounding facilities?**

There were 418 responses to this question.

The majority of respondents (**62.2% or 260**) answered yes while **38% (158)** answered no.

**Question: Do you support the proposed improvements?**

This question was optional and respondents could select which amendment they supported/did not support.

Improved pathways and connection to the River was the most popular improvement (**76% or 303**), followed by new oval lighting (**75% or 301**) and increased open space and trees (**70% or 282**).

New netball and tennis courts was the least popular improvement (**57% or 232**).

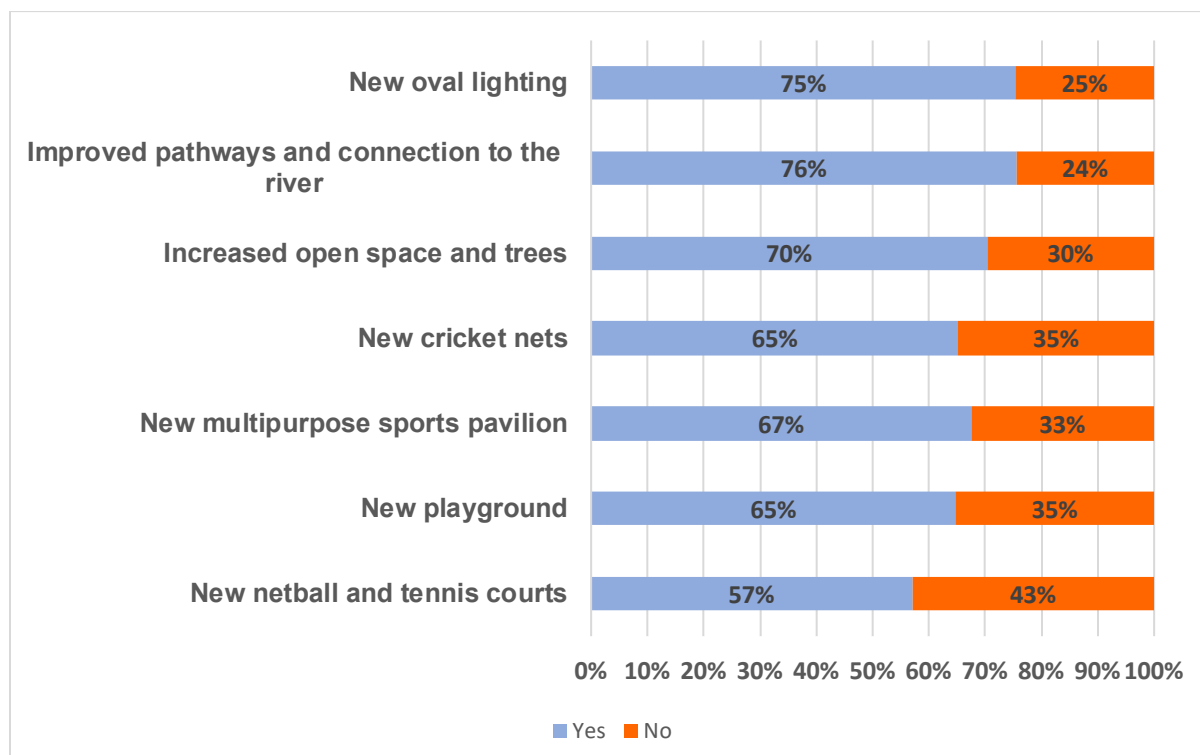


Figure 2: Do you support the proposed improvements?

Respondents who did not support any of the proposed improvements were asked to comment why.

Of the **210** respondents who commented, **84.2% (177 of the 210)** said while they were not necessarily against the improvements, Council needs to make provisions for the outdoor archery club at Pennell Reserve.

**61.1% (108)** of the 177 respondents identified as residing outside of Maribyrnong, (though it is worth noting there was no provision in the questionnaire to identify who among these may still be users of the facility, recognising Pennell Reserve hosts the only outdoor archery facility in Melbourne's western suburbs).

Other comments included:

- the current open area should be left as open space
- there is already enough space for cricket, pathways and open space at Pennell Reserve
- there isn't a need for a pavilion

**Question: After a review of the draft Pennell Reserve Master Plan, do you support the Master Plan?**

There were 421 responses to this question.

Just under half (**49% or 206**) did not support the draft Master Plan, followed by **36% (150)** who supported it and **15% (65)** who were neutral.

### Question: Do you have any other feedback for consideration?

There were 277 responses to this question.

**64.3% (178)** wanted Council to make provisions for the outdoor archery club at Pennell Reserve, recognising it is the only outdoor archery facility in Melbourne's western suburbs. (Note: **67.4% (120)** of the 178 respondents were from outside of Maribyrnong, recognising no data was gathered to understand if they were also visitors to or users of the Reserve).

Other comments called for more parking, more seating, disability access, cycling infrastructure and street lighting for safety.

## Demographics

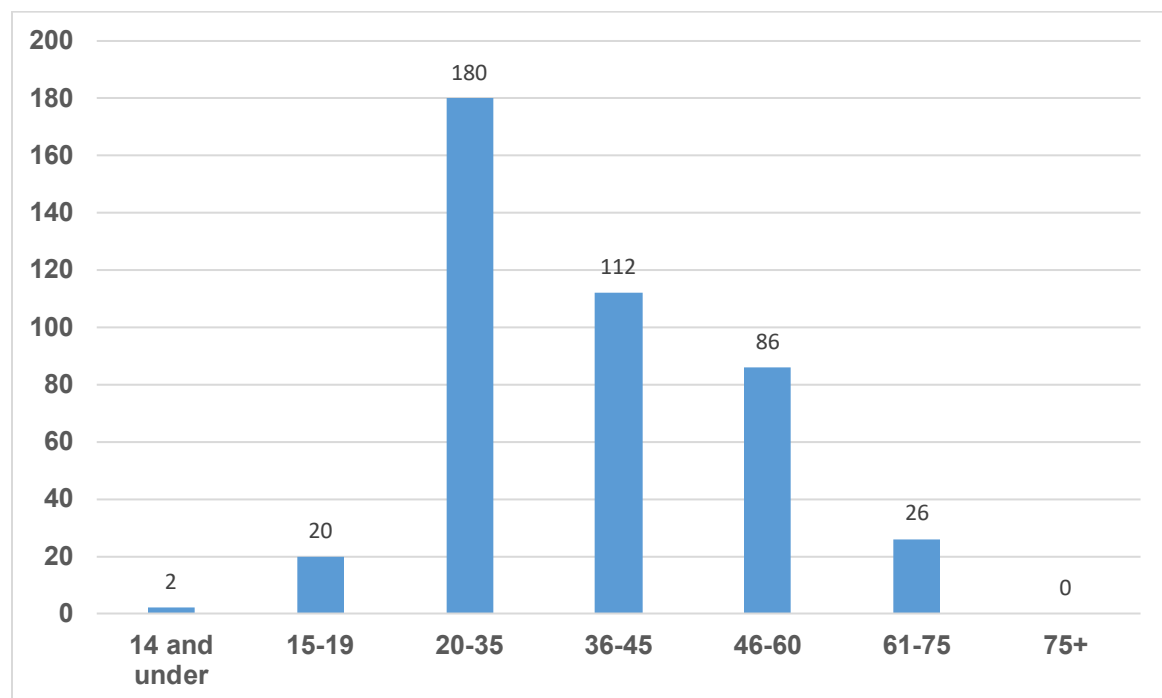
### What is your age?

There were 422 responses to this question:

- Female – **25.4% (107)**
- Male – **73.9% (312)**
- Other identity – **0.7% (2)**

### Age Group:

There were 426 responses to this question.



**Suburb:**

There were 418 responses to this question.

- Other outside of Maribyrnong – **53.6% (224)**
- Braybrook – **21.3% (89)**
- Maribyrnong – **6.9% (29)**
- Footscray – **5.5% (23)**
- West Footscray – **3.8% (16)**
- Maidstone – **3.3% (14)**
- Kingsville – **2.6% (11)**
- Yarraville – **2.2% (9)**
- Seddon – **0.8% (3)**